

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

MCD7213 – Digital Media for Content Development

(All sections / Groups)

04 October 2016
10.00 a.m. – 12.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages including the cover page with 6 questions only.
2. Answer ANY **FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is provided.
3. Please print all your answers in the answer booklet provided.

Instruction : Attempt ANY FOUR(4) questions.

(40 marks)

Question 1

Briefly define Digital Media and explain about it.

(10 marks)

Question 2

Digital media has an interesting history prior to the production of multimedia content for public consumption. Describe one of the unique contributions of Douglas Englebart in the history of digital media.

(10 marks)

Question 3

In the interview with Howard Rheingold, list out the four (4) social media issues which he mentioned that were important towards media literacies. Briefly discuss each of those issues.

(10 marks)

Question 4

You have used Adobe Photoshop to edit and manipulate images. Name any 10 features of the software.

(10 marks)

Questions 5 And 6 Refer To The Chapter By Alex Brymer Humphreys "The Past, Present, And Future Of Immersive And Extractive E-Books" In Paul Messaris & Lee Humphreys (Eds.) Digital Media: Transformations In Human Communication (2007). New York: Peter Lang Publishing.

Question 5

Briefly describe the chapter and its content, by stating key points mentioned in the chapter.

(10 marks)

Question 6

Describe the aspect of SCALABILITY on extractive type of e-books as explained in the chapter. You may use the issues and examples mentioned by the author.

(10 marks)

End of Paper